

Subject: Re: CD14 Street Closure Committee - Update/Thoughts

From: "Katie Kiefer" <katie@southpark.la>

Date: 12/26/17, 4:18 PM

To: Joella Hopkins

CC: Brian Raboin; Rena Leddy; paola@historiccore.bid; Blair Besten; Miguel Vargas; Joanne Kumamoto; Ellen Endo; Ellen Riotto; Lilie Gross; megan teramoto; Jasmine Ramos; Estela Lopez; Carol Schatz

Joella - thank you for prioritizing this!

I echo other BIDs sentiments. My thoughts,

- Event producers should continue to perform outreach. The onus needs to be on the event for their outreach, BIDs can continue to market the events.
- Event producers should connect with BIDs pre-event and pre-street closure committee. BIDs can assist with identifying what type of outreach they should conduct as well as who gets contacted.
- I like the idea of BIDs signing off on a form specific to outreach efforts. I recommend this form must be provided to CD14 pre-street closure committee presentation.
- Since BIDs are typically the first line of defense for stakeholder feedback, I recommend that the form have a post-event section. This section can be used as needed to recap when an event doesn't meet the standards they promised. Either BIDs or individual stakeholders can list impacts or lack of outreach efforts. This doc could be filed and referred to for future years with CD14. It could also build institutional knowledge for the annual events. Having a post-event section will close the gap more on where events don't meet the expectations BID and street closure committee approved for them to facilitate.

Katie Kiefer

South Park BID

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From: Carol Schatz <cschatz@downtownla.com>

Date: Tuesday, December 26, 2017 at 5:15 PM

To: Joella Hopkins <joella.hopkins@lacity.org>

Cc: Brian Raboin <braboin@downtownla.com>, Rena Leddy <rena@fashiondistrict.org>, "paola@historiccore.bid" <paola@historiccore.bid>, Blair Besten <blair@historiccore.bid>, Miguel Vargas <miguel@artsdistrictla.org>, Joanne Kumamoto <jkumamoto@aol.com>, Ellen Endo <ellenendo@yahoo.com>, Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>, Lilie Gross <lilie.gross@lacity.org>, megan teramoto <megan.teramoto@lacity.org>, Jasmine Ramos <jasmine@fashiondistrict.org>, Estela Lopez <elopez@centralcityeast.org>

Subject: Re: CD14 Street Closure Committee - Update/Thoughts

I think it's a great idea. Thanks for thinking of this and including us. Best, Carol

Sent from my iPhone

On Dec 26, 2017, at 11:49 AM, Joella Hopkins <joella.hopkins@lacity.org> wrote:

Happy Holidays! I hope this message finds you all enjoying this holiday season.

We've been reviewing our Street Closure committee rules and regulations and have what we hope is a great way to move forward in 2018. I'd like your initial feedback before we implement.

Currently, applicants whose events occur within DTLA are asked to present to Street Closure committee to obtain our blessing. They present their communications outreach plan. But, there is no real confirmation on what they do or don't do so we hope there is follow through. When we vote to approve their application we trust the outreach to our stakeholders and residents has or will be done.

I want to change that. I'd like to ask for your help. I want to make it a requirement that if the applicants event is in your BID area that they must notify you so your BID can send a notice out. You will be providing an additional service and we can have a better handle on the events happening in DTLA. We will be asking each applicant to complete a form and obtain your signature. I know that's a bit of work on your end - but also ensures that this way no one slips through and we are more aware of the street closures happening in our respective areas.

Can you please provide me with your thoughts? Also, who should I list on this form as the person to contact.

I appreciate your help and look forward to working more closely with you all much closer in all matters in 2018!

And, still working on a way to incorporate Film, Construction, 1st Amendment, and Special Event related closures to a single calendar. Please stay tuned.

Best,

Joella Hopkins

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